

STOREFRONT FOR ART AND ARCHITECTURE

For Immediate Release

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Movements: Introduction to a Working Process

Inside Outside, Petra Blaisse

September 15 - November 11, 2000

Storefront for Art and Architecture is pleased to present the work of Dutch designer Petra Blaisse. Questioning the traditional relationship between inside and outside, Blaisse has developed a new vocabulary for experimental interior and landscape environments. One of the most crucial aspects of her work is the introduction of movement into architecture. It is not the conventional definition of space that interests Blaisse but a heightened awareness of the threshold of transformation--there is inside/outside, as well as inside/inside, and outside/outside. It is precisely at these intersections that Blaisse deftly introduces new spatial relationships through her unexpected use of materials, colors and forms. Flexibility and ingenuity permeate her interventions, whether it be a curtain littered with dazzling grommets, a multi-colored expanse of poured floor or the extraordinary interweaving of architecture and landscape in her garden designs. The instability of space--of architecture--is revealed and embraced. This position has a polemical charge: an opposition to the rigidity of architecture, through the formlessness and movement of a softer parallel-architecture.

For Storefront, the large-scale textiles have been filmed in different conditions--day and night, wind and rest, stretched and folded--to illustrate their scale and behavior. In addition to video projections of selected projects, tests and samples will be on view in the gallery. The landscape projects will be presented in a narrative of images wallpapered to the exterior facade of the gallery.

Blaisse opened her Amsterdam-based office Inside Outside, in 1991, specializing in a rare combination of projects for both interior and exterior spaces. Blaisse has contributed interior and landscape interventions to important contemporary architectural projects such as the Grand Palais in Lille, France; Universal Studio Headquarters, Los Angeles, USA; Mick Jagger Centre, London, England; H -Project, Seoul, Korea; the acclaimed 'golden curtain' for the Netherlands Dance Theatre, The Hague, the Netherlands; the sound curtain in the Kunsthal, Rotterdam, the Netherlands; and private houses in Bordeaux and Paris.

Blaisse is currently working on projects for the Casa da Musica in Porto, Portugal (2001); Seattle's New Main Library (2003); Almere Urban Redevelopment, Almere, the Netherlands (2005); the Dutch Embassy, Berlin, Germany (2001); Hackney Empire, London, England (2002) and several public and private gardens.

This will be the first exhibition devoted to the work of Petra Blaisse and her office, Inside Outside. A catalog, designed by Irma Boom, will also be available.

Slides and video clips are available upon request.

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Founded in 1982, Storefront for Art and Architecture is a non-profit organization dedicated to the advancement of innovative positions in the fields of architecture, art and design. The gallery is located at 97 Kenmare Street, between Mulberry & Lafayette. Gallery Hours are Wednesday--Saturday 12 - 6 p.m.

Storefront for Art and Architecture and the Architectural League are pleased to co-host a lecture by Petra Blaisse, principal of the Amsterdam-based office Inside Outside.

Wednesday, May 21, 2003
6:30 PM

The Urban Center
457 Madison Avenue between 50th and 51st Streets
New York City

\$5 dollars, free to Storefront contributors and League members.


Please call Storefront to make a reservation: 212.431.5795 or send an email to: info@storefrontnews.org

Known for her large-scale textiles, and experimentation with materials and production techniques, designer Petra Blaisse has developed a unique body of work that blurs the distinction between interior and exterior. Specializing in both interior and landscape design, Blaisse opened her office, Inside Outside, in 1991.

Current projects include the Hackney Empire Theatre, London (interior); and the Nederlands Instituut voor Beeld en Geluid, (interior and exterior) and a garden design for Plussenburgh, both in the Netherlands. Other projects under construction include interior and exterior spaces for IIT in Chicago, and the Main Public Library of Seattle, as well as interior projects for the Dutch Embassy, Berlin and Casa da Musica, Porto, all in collaboration with architect Rem Koolhaas, OMA: In late 2002, Blaisse completed a large-scale textile for the Lehmann Maupin gallery in Chelsea and a roof garden and curtains for a penthouse on the Thames in London. Blaisse has also recently completed a line of innovative wall textiles for Wolf-Gordon, to be launched at ICFF in New York next week.

This is the first lecture by Blaisse in New York City.

For more information please contact Storefront for Art and Architecture, 212.431.5795 or info@storefrontnews.org



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Inside Outside, Petra Blaisse: Film

by Frans Parthesius & Monica Hubner, Petra Blaisse

Video © Atomic Views 2000

41:30 minutes

Color.

This video documents eight Curtain projects by Petra Blaisse; it is a clear testimony of her work and its ability to introduce movement into architecture. Through this video it is possible to appreciate the means by which Blaisse employs the texture, light, and surface properties of her curtains and textiles to re-shape and re-interpret space.

1. (00:00 - 05:15) **Lille Grand Palais**
1994
A-symmetry
2. (05:15 - 07:06) **Lille Grand Palais**
1994
Corrugated Velvet
3. (07:06 - 11:00) **Kunsthal Rotterdam**
1993
Unfolding Auditorium surrounded by sound
4. (11:00 - 18:37) **Mick Jagger Center London**
2000
Layered pace
5. (18:37 - 22:51) **Netherlands Dans Theater**
1987 - 1999
Liquid Gold
6. (22:51 - 27:27) **Dutch House**
1994
Metal, mesh and voile
7. (27:27 - 33:25) **House in Bordeaux**
1997-1998
Tulle, silk, plastic foil
8. (33:25 - 41:30) **Villa Dall'Ava, Paris**
1991
Silk Room

Movements: Introduction to a Working Process

by Petra Blaisse

Graphic Design by Irma Boom

Storefront, December 2000

1100 Units Printed

4 in. x 6 in. x 1/2 in.

217 pp color

Text in English

\$35.00

Movements is the first monograph of Inside Outside, a design office founded by Petra Blaisse in 1991. Blaisse's work encompasses both interior and exterior design, often weaving the two together. Focused on textiles and garden design, Blaisse has developed a new vocabulary for interior and landscape environments. From the embossed curtains for the Netherlands Dance Theatre designed in 1987, to the recently completed gardens and outdoor spaces for a prison near Utrecht, this catalog presents a comprehensive look at Blaisse's projects past and present.

Designed by Irma Boom, the book can be read in two directions, with "Outside" as front-to-back, and "Inside" as back-to-front; the overlapping sections, along with die-cuts that reveal glimpses of the adjacent pages, reinforce the notion of the interconnectivity between inside and outside. The circular cuts also echo motifs in Blaisse's designs. The graphics are supplemented by an index of the works, including descriptions and materials used. The cover of the book is embossed with words, white-on-white, which emerge over the life of the book as it is handled. Labelled as "25%", the book is meant as a prelude to a future publication.

Movements is an initiative of Storefront for Art and Architecture, NYC in conjunction with the first solo exhibition of the work of Petra Blaisse.

